



INTERNET INTEGRATION IN THE MEDIA MIX



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INTERNET INTEGRATION
IN THE MEDIA MIX

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THE CHANGING ROLE OF MEDIA

THERE ARE REVOLUTIONARY CHANGES OCCURRING IN THE WORLD OF MEDIA. CONSUMPTION IS RADICALLY DIFFERENT TODAY - NOW IT'S SIMULTANEOUS - AND PEOPLE EVERYWHERE ACCESS THE MEDIA THEY WANT, WHEN THEY WANT IT. GOING FORWARD, IT'S NOT TOTALLY CLEAR THE WAY THAT ONE MEDIUM WILL ADAPT TO ANOTHER. HOW, IN FACT, WILL TRADITIONAL MEDIA AND TODAY'S MEDIA INTEGRATE?

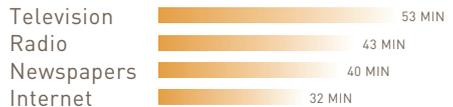
THE CHANGING ROLE OF MEDIA

The world of media is in great turmoil. The internet influences everybody's media-consumption pattern. The mobile phone penetrates everybody's life and has an important impact on how young people allocate their budgets. The planet now boasts more mobile phones than television sets. Audiences for programs are getting older, while the number of channels is increasing. Content — video, audio or written — is transmitted via new, more personal media channels, and technology now allows the printing of everything at affordable prices on different materials.

The entire spectrum — channels, content and delivery, media brands — has been revolutionised over the last ten years. And this process has not yet ended. These developments are having a **profound impact on the consumption of media, and their role as advertisers**. Already today, we notice a shift in media consumption among the young. Figures from the UK

reveal that only 5% of the age group between 15 and 24 use paper for written communication; 28% use email and 48% use SMS (text messaging). More than 29% of this age group send in excess of 10 text messages a day.

Americans currently spend as much time on following the news (67 minutes per day in 2006) as they did ten years ago (66 minutes per day in 1996), but increasingly via a mix of different media. Per medium type, this is the average time per day:



In the past, consumers have demonstrated a particular news ritual — a pattern in how they consume news: newspapers in the morning, television news at night, etc. Young people today tend to seek news as they need it; their ritual is “grazing”.

SELECTING MEDIA

Traditionally, media are scored on objectives such as awareness, brand favourability, response generation, traffic generation, purchase intention and others. Today, media-planning experts also look into criteria such as word-of-mouth (buzz) potential, the possibility of reaching communities, the integration of the various components of the media mix and the level of participation or engagement.

As the internet and new media are assuming a more important role in everybody's life,

they also impact the role of other media. The internet and new media allow a different level of interaction, changing the way advertisers relate to consumers. We will also be looking at how the combination of these new media with new functions reinforces traditional media. What is critical to recognise is that there is substantial evidence that supports the **strength of an integrated media plan**. The internet complements print and television; conversely, and just as important, print complements television and the internet.

THE MEDIA MIX FORMULA



MEDIA IMPACT

There is an increasing contradiction between the impact that media have on our daily lives and the difficulty of efficiently and effectively reaching consumers via advertising. Whereas years ago television could reach enormous consumer groups, that is impossible today. More media are being used by consumers, and more media are being used **simultaneously**. Fewer consumers can be reached via the same medium. Media **fragmentation** has made it more expensive to reach consumers through advertising. Procter & Gamble — often referred to as the University of Marketing — already made note in 2003 of the increasing difficulty in reaching consumers.

Audience fragmentation, the client view: “In 1965, 80% of adults in the US could be reached with three 60-second television spots. In 2002, it required 117 primetime commercials to produce the same result. In the early 1960s, typical day-after recall scores for 60-second primetime television commercials were about 40%. Currently, a typical day-after recall score for a 30-second spot is about 18 to 20%. The number of brands and messages competing for consumer attention has

exploded, while traditional marketing methods are diluted by a hurried life, overwhelmed by technology and often deliberately ignored.” (Jim Stengel, Chief Marketing Officer, Procter & Gamble, 2003)

Penetration of the new media, however, has not yet reached penetration figures comparable to traditional media. Internet access via broadband, for example, is restricted to 28% of European households; coverage today by mobile networks has certainly not yet reached everybody (IDC, 2006).

It is clear that the drive for change is initiated by mobile- and internet-based applications. The question is, will the traditional media adapt themselves to the new developments (“present forward”), or will the new media try to retrofit with the existing media (“future backwards”)? What we are observing today is that the media is moving in both directions. Innovation in the printing world is extraordinary these days: free newspapers, changing paper sizes, hybrid business models and citizen-based journalism. Print is taking up online developments and integrating them into newly developed print products. But at the same time, MySpace is considering



producing a magazine, and Yahoo is partnering with newspapers.

“Each wave of new technology in our industry forced an improvement of the old. Each new medium forced its predecessor to become more creative and relevant to the consumer.” (Rupert Murdoch at Annual Livery Lecture – Worship Company of Stationers and Newspaper Makers, 2006)

Contrary to what one might believe — given all the attention to new-media advertising — what advertisers spend on the internet is only one sixth of what they spent in newspapers. Most advertisers have participated in the new-media opportunities with only limited budgets; some with experimental budgets that were less than 5% of their total advertising budget. But the captive audience of the internet is increasing, as shown by figures from the US. Unilever and Procter & Gamble, for example, reach a larger audience in the US online than via television or magazines. Figures indicate a monthly audience of six million first-time visitors⁽¹⁾.



BETSY FRANK

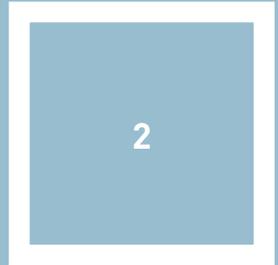
AT A SPEECH IN NEW YORK (THE FOLIO SHOW), BETSY FRANK, CHIEF RESEARCH AND INSIGHTS OFFICER AT TIME INC, MADE SOME COMPELLING STATEMENTS ABOUT HOW MEDIA ARE EVOLVING:

“OLD MEDIA ARE THE NEW, NEW MEDIA.”

“NEVER BEFORE IN MEDIA HAS IT BEEN MORE IMPORTANT TO FOCUS ON THE CONSUMER: BE HOLISTIC, ACROSS PLATFORMS, AND BREAK DOWN THE SILOS THAT SEPARATE DIFFERENT TYPES OF CONTENT.”

“NEW PARTNERSHIPS ARE ESSENTIAL, BECAUSE NONE OF US CAN BREAK THROUGH THE (MEDIA) CLUTTER ON OUR OWN.”

“EVERY TIME A NEW TECHNOLOGY EMERGES, PUNDITS SAY OLDER MEDIA WILL SUFFER, BUT CONSUMERS DON’T MAKE THE ‘EITHER/OR’ TRADE-OFF WHEN IT COMES TO MEDIA.”



REACHING CONSUMERS, ONE BY ONE?

The advertising world has long been dominated by the one-to-many communication model: one advertiser talking to as many consumers as possible. The choice of media was made based on a function of the number of people reached. Newspapers, radio and television were the exponents of this phase of the model.

In the second phase, increased computer-processing capacity and decreased costs made reaching groups and individuals easier. Don Peppers and Martha Rogers called this the one-to-one model, that has proven to be a ground-breaking model. Direct mail and CRM flourished, and they still do.

The third phase is one-from-one communication, when search engines facilitate consumer-selected messages. Brands, messages and consumers fit together perfectly.

The final phase, many-to-many, is where messages are exchanged between individuals and advertising companies. Consumer communities with homogeneous interests become peer-to-peer networks, built on trust and collaboration, using websites such as digg.com to help them rate people, products and news. This phase is also characterised by Consumer Generated Media (CGM): consumers producing content for sites, newspapers, magazines, and television — also called crowd sourcing — at an increased pace. CGM is expected to represent 50% of all content in the next 5 years⁽²⁾.

These four steps, as outlined by Joseph Jaffe, are the perspective of “the new media people”. In their view, mass media, as such, are almost entirely replaced by communication between groups. A more realistic view is that media will become more target-focused.

Media consumption [Average number of hours per week spent consuming media]

	UK		Germany		France		Netherlands		Sweden	
	Hours	%	Hours	%	Hours	%	Hours	%	Hours	%
Total time	54.5	100	49	100	51.1	100	52.0	100	50	100
TV	18.0	33	14.3	29	16.0	31	15.4	30	14.6	29
Radio	15.1	27	16.5	34	13.2	26	18.2	35	16.0	32
Internet	10.7	20	9.0	18	12.6	25	8.9	17	10.2	20
Newspapers	6.4	12	5.1	10	4.8	9	5.5	10	5.1	10
Magazines	4.3	8	4.1	8	4.5	9	4.0	8	4.1	8

(SOURCE: EUROPEAN INTERACTIVE ADVERTISING ASSOCIATION EIAA, 2006)

ATTENTION STRUCTURES

WHAT HOLDS THE ATTENTION OF READERS OR VIEWERS?
HERE ARE ELEVEN WAYS THAT CAN BE USED TO MAINTAIN
LONG-TERM ATTENTION

- 1 MAKE A CHANGE
- 2 TELL A STORY
- 3 SHOW THEM THE DOORS
- 4 MIX IT UP
- 5 KEEP IT REAL
- 6 REMEMBER ME
- 7 GO FOR THE ACTION
- 8 STAY ON TASK
- 9 DON'T STOP
- 10 DON'T INTERRUPT
- 11 ALTER THE FLOW

[SOURCE: THE ATTENTION ECONOMY, THOMAS H. DAVENPORT, JOHN C. BECK, 2001]

AVOIDING ADVERTISING

Advertising utilises many more channels today to reach consumers. But consumers also employ many more ways to avoid advertising. It is estimated that in the US, delayed viewing of recorded television programs represents 40% of total viewing time, and that viewers skip an average of 74% of the commercials.

Consumers can register themselves to avoid being called, emailed or mailed by companies. In Finland, for example,

more than 360,000 consumers — and in the UK, roughly 11 million consumers — are on such a no-call list. In Germany, almost 400,000 consumers choose not to receive emails⁽⁹⁾.

Over 60% of all Americans have their home telephone on a no-call list, and spam filters prevent commercial email from reaching consumers. **Marketing, in effect, has become a contest for consumers' attention** (Seth Godin, author).



Global advertising expenditure by medium (\$ million)

	2005	2006	2007	2008	2009
Newspapers	119.18	123.46	127.12	131.18	135.23
Magazines	52.94	54.80	57.02	59.45	62.08
Television	151.19	160.40	167.15	176.67	184.50
Radio	34.35	35.44	36.54	37.82	39.55
Cinema	1.70	1.81	1.94	2.09	2.28
Outdoor	21.71	23.47	25.19	27.05	29.13
Internet	18.71	24.45	31.34	36.93	42.69
Total	399.78	423.83	446.30	471.19	495.46

[SOURCE: ZENITHOPTIMEDIA, 2006]

This overview signals some very interesting developments: print brands will attract less of the advertising budget, but to some extent that will be compensated by their online editions. Despite the inefficiencies of television advertising, budgets will, nevertheless, increase or remain stable. Billboards benefit from the additional creativity coming from the integration with new media. The growth of budgets spent on the internet is proving to be lagging.

McKinsey indicated recently that demand for online advertising could outstrip supply. At the beginning of 2007, it appeared that there was virtually no possibility of placing ads on car-related sites. Programs for video ads are limited, paid search is difficult, and 96% of

banner-ad spending is concentrated on sites that represent only 30% of overall traffic. The same report also refers to the **lack of independent metrics**.

Readership, numbers of viewers, clicks, GRPs (Gross Rating Points) and other metrics applied to measure the coverage of media are no longer sufficient to develop integrated media plans. The new media, in particular, are experiencing the barriers of metrics. The technology has definitely overtaken the instruments used to evaluate media. Agencies and advertisers need better tools to determine the role of individual media, as well as entire media plans and their relative importance. They also need to know how to allocate budgets to achieve the ideal mix.

ALL THE NEWS THAT'S FIT TO PRINT?

Driven by the shift in readership, newspapers are becoming more innovative. To benefit from what is called the "new participation age", they develop **hybrid business models**. The British Guardian, for example, runs a free, online print-and-read service called "G24". The internet version offers news content that is updated every 15 minutes. The PDF newspaper is read by a different audience, and thus delivers additional coverage for advertisers.

The Wall Street Journal is seen as one of the best examples of the hybrid model. The print version has a total global circulation of 1.8 million readers, and reaches an audience of 3.2 million people. The online version reaches 7.2 million first-time visitors every month, including a paid audience of almost 800,000 subscribers. On January 2, 2007, The Journal not only changed the design of its printed version, it clarified

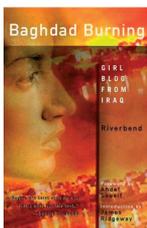
the positioning of the printed and online versions. The printed version represents "what the news means"; the online version represents "what's happening right now".

Monster, the leading global online careers-and-recruitment resource, recently started moving towards working with the "old media". The company agreed to a strategic alliance with several newspapers in Ohio and Philadelphia. The alliance shows the importance of newspapers as a tool to reach local communities and businesses. For the newspapers, it increased the traffic to their existing sites. The co-branded website, www.philly.com/monster, registered a 25% increase in the number of hits in September 2006. Additionally, the number of job listings in the newspaper increased by 20%.

RESEARCH IN GERMANY POINTS OUT THAT APPROXIMATELY 40% OF INTERNET USERS, AGED 14 TO 49, READ A PRINTED NEWSPAPER ALMOST EVERY DAY; 20% LOG ON TO A NEWSPAPER'S WEBSITE SEVERAL TIMES A WEEK. 10% VISIT SUCH A SITE ONLY ONCE A WEEK. IT IS INTERESTING TO NOTE THAT OF THOSE PEOPLE WHO READ PRINTED NEWSPAPERS, MORE THAN 50% ALSO READ ONLINE NEWS. ONLY ONE THIRD OF INTERNET USERS WITHOUT A NEWSPAPER SUBSCRIPTION READ AN ONLINE EDITION ONCE A WEEK. THE RESEARCH COMPANY, TNS, CONCLUDES THAT ONLINE EDITIONS HAVE ONLY LIMITED ADDED VALUE⁽⁴⁾.

FROM ONLINE TO BOOK

OHMY NEWS IS A SOUTH KOREAN ONLINE NEWSPAPER THAT MAKES “CONSUMER PARTICIPATION” COME TRUE. ONLY 10% OF ALL THE ARTICLES ARE WRITTEN BY AN EDITORIAL STAFF. THE REMAINING ARTICLES ARE WRITTEN BY “CITIZEN REPORTERS” FROM ALL OVER THE WORLD. SOME ARE BUNDLED IN BOOKS AND PUBLISHED. IN THIS WAY, THE CIRCLE FROM ONLINE TO PRINT IS CLOSED.



ONE OF THE BEST-READ BLOGS ON THE WAR IN IRAQ IS BY A WOMAN CALLED RIVERBEND, WHO LIVES IN BAGDAD. HER POSTS HAVE BEEN PUBLISHED IN A SERIES OF BOOKS CALLED “BAGHDAD BURNING”.

BAGHDAD BURNING
RIVERBEND,
THE FEMINIST PRESS
(2005)



A recent survey by IPSOS Media reveals that readership of international business print titles is up from 42.9% (2004) to 43.1% (2006). Readership for newspapers dropped from 26.3% in 2004 to 25% in 2006, but readership of magazines and monthlies increased from 15.8% to 18%, and from 17.2% to 20%, respectively⁽⁵⁾.

Other innovations in the newspaper industry have to do with product improvement: compact formats, newspapers for children, and newspapers written entirely by readers. Probably the most important innovation is the free newspaper; for example, **Metro**, the largest international newspaper in the world.



BRUSSELS



PHILADELPHIA



AMSTERDAM



PARIS



MONTREAL



NEW YORK



NEVER FORGET: CONSUMERS DO CONSUME

THE BOTTOM LINE IN ANY BUSINESS IS GETTING THE CONSUMER TO ACTUALLY BUY THE PRODUCT. FOLLOWING UP ON INITIAL AD CAMPAIGNS AND GETTING THE CONSUMER TO PARTICIPATE IN A CONVERSATION WITH THE ADVERTISER IS CRITICAL. HOW TO ENGAGE THE AUDIENCE AND MAKE THIS CONVERSATION MEANINGFUL IS LINKED TO CREATING A MEMORABLE EXPERIENCE.

GETTING TO "YES!"

Advertising, with its different styles, is intended to stimulate sales. No matter how hard practitioners and scientists try, they can't trace the relationship between advertising and sales. A very important step - the "getting to yes" - is the response to an advertisement, direct mail piece or television commercial, which reveals an interest in the product, and requires a follow-up email, call or visit. This follow-up directs the responder to the shop, to the catalogue, or to the website, where they can then buy the product. Mobiles, email, SMS and websites increase consumers options: they allow a faster response, and encourage consumers to react.

The catalogue business shows how a website also changes the way consumers order. It turns out that the way consumers shop does not, in fact, change; only the way they order. Instead of ordering over the phone, catalogue shoppers now order via the website, and use the printed catalogue to browse and help them decide what to buy. They keep the catalogue parked right next to the computer when ordering. (Jeff Jacobson, Chief Operating Officer, Kodak)

Technology also integrates different types of responses. When sending a text message to a specific number - mentioned in the advertisement, poster, direct mailing or brochure - consumers receive by email product information, a free test-drive or an invitation. Websites such as YouTube, Flickr, MySpace and Facebook allow consumers to express themselves. Some - like David Bernal a.k.a. David Elsewhere - became famous on these sites, and have been hired by advertisers to perform in their commercials.

The new media offer more tools to enable consumers to also become producers of information, entertainment and news, bringing online and offline closer together. Consumer initiatives, Consumer Generated Content and "citizen journalism", however, sometimes careen out of control, when their messages are corrupted. In the US, for example, when Chevrolet launched an online make-your-own-commercial campaign for their Tahoe SUV, the idea was hijacked by "greens" who produced commercials with slogans such as, "Nature? It'll grow back. Drive a car that costs the earth."

A commercial in the UK for VW also hit the “viral circuit”. It shows how a terrorist detonates a bomb in front of a café. The Polo in which the bomb is placed is so sturdy that it contains the blast.

Consumers now participate in a **conversation** with advertisers, who need to learn to play their role, as Microsoft has done with Channel 9, Ford and many others. Advertisers’ blogs interact with consumers on issues that are on their minds. They cannot control what is going on in the virtual world, but they should participate. Advertisers’ online activities via blogs, video blogs or podcasts do help to correct uncontrollable viral activities.

Unilever’s “Dove Evolution” viral video generated more than 3 million views online since its launch in October 2006, and spurred a 34% overall increase in visitors to Unilever corporate websites in North America.

Managing marketing communications and brand imagery has become much more complicated with the increase in consumer participation. As it is often unclear whether the viral messages are authentic brand messages or consumer-generated, consumers often refer to more credible print media.

UNILEVER’S “DOVE EVOLUTION” ORIGINAL VERSION



UNILEVER’S “DOVE EVOLUTION” VIRAL VERSION



CONVERSATION, EXPERIENCE AND ENGAGEMENT

Brands today represent more than just a label on a product. Jeep, for example, stands for adventurous driving, including the appropriate sportswear and outdoor driving weekends. Magazine titles liaise with everything from fashion shows, to radio stations, to city tours.

These activities let clients and **consumers experience** the brand via different dimensions, and in a richer way; in effect, the activities engage them in a brand conversation. Consumers choose particular brands because they want to have those experiences that they believe the products will make possible. Brands that enhance their daily lives are warmly welcomed into the consumers' world.

Magazines and newspapers provide different experiences for the reader. "Personal Timeout" or "Something to talk about" are mentioned when reading specific titles. These print media function as an escape from the hectic life, or offer information that makes the reader a more interesting person⁽⁶⁾.

When the experience doesn't live up to the expectations, the negative consequences can escalate. Jeff Jarvis of Buzzmachine complained in a letter about a Dell PC, and posted it on the internet; it then turned into a powerful, virulent message. The letter was mentioned several times by major online and offline media, and "Dell Hell" has been referenced in more than 1.5 million articles. Dell clearly missed the boat in terms of damage control, and only started blogging a full year after this incident occurred.

E-Mail [Home](#) | [Write](#) | [Contacts](#) | [Preferences](#) | [Help](#) | [Log Out](#)

From: Jeff Jarvis

To: Michael George, Dell

Cc:

Bcc: Dell hell

Subject:

Mr. George,

Since you are in charge of both marketing and Dell's U.S. operation, I think you would find it instructive to look at your own files to see how I am being handled by your company after having just bought a machine -- my third and last Dell -- that is broken in innumerable ways. I am writing about this on my weblog in detail and you are losing customers by the day-- including me. I am going to the Apple store in one hour. You may go read what I've written here. But first, I urge you to read what consumers say in the comments there. And before that, again, please read your own customer service email trail first and tell me whether this represents the best of the Dell brand. [...] My readers on my weblog have been very helpful. They have said I was an idiot to buy Dell and its service plan and that I should get an Apple as soon as possible. [...] This machine is a lemon. Your at-home and complete care service is a fraud. Your customer service is appalling. Your product is dreadful. Your brand is mud. But at least perhaps you can learn from the experience.

Sincerely, Jeff Jarvis

Attached files
Select an attached file

Parcourir... Attach

Files attached to this mail:
No files

Send this mail



BEST WORLD INTERNATIONAL

Best World International distributes health and wellness products that have a positive effect on wellness and beauty. The company radiates the joy of life, health and success, and is presented as one happy family in its Annual Report. The Board of Directors and other members of the company are presented in such a way that they convey the company promise. And by doing so, the perfect integration between shareholder communication and consumer communication is realised.

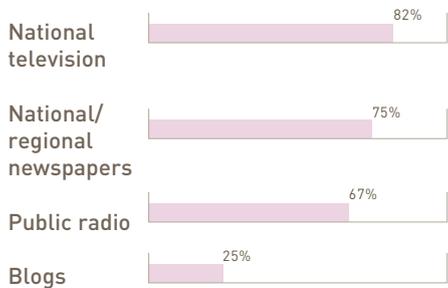


"YOU CAN TRUST ME ON THIS ONE..."

Trust is difficult to measure when the brand is only available online. Print advertising must establish brand credibility, as well as "face-to-face trust", with the people behind the brand. In the US, Charles Schwab, one of the world's largest discount brokers, opened 80% of its new accounts with first-time visitors, who signed up in their recently opened offices. Seventy percent of these same clients were then happy to have their accounts managed via the internet⁽⁷⁾.

The fact that newspapers are a trustworthy source of information also explains the growth of newspaper circulation worldwide. Globally, between 2001 and 2005, paid-for and free newspaper circulation increased 9.9% (in Europe 14.2%, in North America 0.7%). For the first time ever, the total number of paid-for daily newspapers titles is more than 10,000 [+13%]⁽⁸⁾.

This "source effect" is a significant variable in communication. Research done in ten countries by the BBC, Reuters and The Media Centre shows that for delivering news, the media are more trusted than governments:



Television was seen as the most important news source, and radio the least. Most people (77%) prefer to check several news sources, especially users of the internet⁽¹⁰⁾. A recent example of

"NEWSPAPERS WON'T DIE BECAUSE OF (THE) INTERNET, BUT BECAUSE OF NOT BEING AT THE PACE OF TIME."
(JOSÉ ANTONIO ZARZALEJOS, DIRECTOR ABC.ES)

a flog (fake blog) comes from Wal-Mart. Edelman, their public relations agency, developed a story of a couple travelling across the country, spending nights in Wal-Mart parking lots. Bloggers exposed the hoax, demonstrating the constantly blurring line between paid-for and real-life stories, as well as the risk of losing one's credibility.

In the US, CNN has lost the most credibility. In 1998, 42% familiar with CNN believed almost everything it reported. In 2006, figures dropped to 28%. The "believability quotient" of The Wall Street Journal fell from 41% in 2000 to 26% in 2006^[10]. **Business magazines are still the most credible information source about a company** (US: 66% credibility rating), followed by friends and family (US: 58%)^[11]. The most-trusted are NGOs, more so than companies, governments or media. The downside of the internet is the degraded value of this overload of free information. The amount and the

ubiquity sometimes makes it worthless, while an overall lack of trust feeds the growing importance of peers as information sources.



VOLVO MAGAZINE HAS A CIRCULATION OF 1.3 MILLION, IS DISTRIBUTED IN 70 COUNTRIES AND IN 13 LANGUAGES. A READERSHIP STUDY REVEALS THAT 61% OF THEIR READERS ARE MORE LIKELY TO BUY ANOTHER VOLVO BECAUSE OF THE INFORMATION IN THE MAGAZINE. ALMOST HALF OF THE READERS (44%) VISITED A DEALERSHIP AND 27% BOUGHT ACCESSORIES ANNOUNCED IN THE MAGAZINE.

SENSUAL OR VIRTUAL?

Martin Lindstrom's comments below underline the importance of experiencing a brand via all of one's senses. In our daily lives, we are prepared to pay more for a simple beer or cup of coffee because of the special atmosphere in a café, bar or restaurant [just for the experience].

"Currently 83% of all commercial communication appeals only to one sense — our eyes. That leaves a paltry 17% to cater to the other four senses. This is extraordinary, given that 75% of our day-to-day **emotions** are influenced by what we smell, and the fact that there's a 65% chance of a mood change when exposed to a positive sound".

Singapore Airlines is a great example of creating a flying experience by stimulating different senses all linked to the airline. The cabin smell, music, stewardesses — they all create a branded experience. Magazines, direct mail, promotional material, brochures and catalogues provide readers with a visual, tactile and olfactory experience. Stimulating the sense of touch and the sense of smell are important developments, which can then be leveraged in advertisements. Adding the auditory sense is next, in combination with the new media.

A recent digital version of brand experience is Second Life. This online business and game site is blurring the border between real and virtual life. Consumers and companies can live in Second Life, build their homes and their stores, sell products or services with virtual money, go out with virtual friends to a virtual party, become landlords — almost anything that one can do in real life. As these two worlds merge, brand experience is being taken to an extreme dimension.

In 2006, the magazine, *Nature*, showed the limits of brand engagement, when it announced that lay readers and scientists could react online to articles. The normal procedure for filtering the more than 10,000 submitted articles per year starts with an editorial check. This deletes 60%; after a review, only 7% are published. Authors of selected articles were asked if they would agree to peer reviews. Only 5% of the authors did, and only half of the articles received comments. Despite the interest, as measured by increased web traffic, readers were not really engaged, and the trial was cancelled.



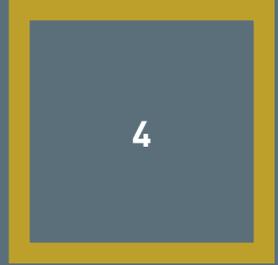
GROW YOUR IMAGE (AND YOUR BUSINESS)

The Austrian home-improvement chain, baumax, used its brochure to emphasize the company's promise: make your ideas grow. Both message and form are perfectly matched in a tactile and sensual way.









MEASURING THE OOMPH

RETURN ON INVESTMENT. SALES. CLICK-THROUGHS. EFFECTIVE MEDIA INTEGRATION. HOW DO WE MEASURE THEM AND WHAT DO THESE MEASUREMENTS TELL US? WITH THE ADVENT OF THE SURGING INTERNET, THERE ARE NEW TOOLS FOR ASSESSING WHAT'S REALLY GOING ON OUT THERE IN CYBERSPACE, AND NEW, IMPORTANT ONLINE COMMUNITIES TO TAP INTO.

NOWHERE TO RUN, NOWHERE TO HIDE

For the past ten years, consumers have been confronted with an “always on” media that is increasingly more effective and that has a bigger impact. The internet allows them to access data at any time, in any location (via WiFi) and at the highest speeds (via broadband). Mobile phones reach people almost anywhere, and in some markets penetration has exceeded 100%. PDAs and game consoles feature video. Skype lets them call for free around the world. They can’t escape being contacted, unless they completely switch off. Their lives are interrupted during evenings, weekends, holidays - virtually at any time.

The internet is moving from a read-mostly medium to a read-write, or two-way medium, thanks to social networking sites and wikis (public sites modifiable from any computer). The Web is now a participatory medium, where advertisers and consumers meet and discuss. And a place that is experiencing increased collaboration among users, content providers and enterprises. This improved functionality - referred to as Web 2.0 - offers new possibilities for advertisers, but ones that should be explored with great care.

The marketing communication landscape has changed more in the past five years than it has in the past fifty. Yankelovich Research estimates that a person living 30 years ago saw up to 2000 advertising messages a day; today, that figure has jumped to 5,000. The new media are some of the most intrusive, hardest-to-escape channels that exist. They have changed the workforce morale in many companies, where email is being read before, during and after office hours, on the road and in the air.

For advertisers, this is a channel that should be carefully utilised. Consumers are getting better at adopting an “I can ignore you” mode. They zap channels when a commercial comes on, tune in to another radio station when a jingle starts, add spam filters to their PCs, or turn the page of their magazine.

Consumer marketing has gone through many phases, from advertiser dominance to consumer power. Ten years ago, consumers were canvassed via direct mail and telemarketing. Then came subscribing to a “Robinson list” to avoid being targeted by direct mail.



RICHARD,
LONDON

PAUL,
NEW ZEALAND

MIGUEL,
ARGENTINA

DAVID,
ISRAËL

Advertisers gave consumers the choice to opt in or out. With “permission marketing”, the power has now shifted to consumers. The idea behind this strategy is to get consumers’ consent to having advertising addressed specifically to them, thus increasing the positive reaction to the message.

CYBERSPACE OR REAL LIFE, SETTING UP A MEETING HAS NEVER BEEN AS EASY.

LINKEDIN, SECOND LIFE, TELECONFERENCE OR CHAT SESSIONS ALLOW A NEAR-REAL EXPERIENCE EVEN WITH THE BEER.

THE INTIMATE AND FLEXIBLE RELATIONSHIP

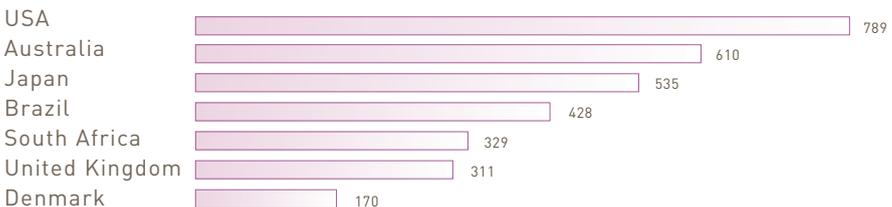
Print media - newspapers, magazines, brochures and direct mail - can be read whenever consumers choose to. They can read what they want without being forced to view a video ad before opening a website. They can pick print media up, put it back down, and browse it again later. These media are consultative and mobile - people can hang on to them. When Unilever decided to spend more on magazine advertising, they referred to the significant ROI and the intimate relationship. Magazines function as a resource for a variety of life decisions. Unilever discovered that nearly **50% of adults engage in no other activity while reading magazines.**

In contrast, over 90% of television viewers do something else while watching. And of those sending text messages, 32% also watch television, 18% listen to the radio, 10% browse

the internet and 6% read. Concurrent Media Exposure (CME) is of growing importance, especially among younger people. One third of their media interaction is simultaneous, multiple-media usage¹²¹. Advertising must reach consumers' touch points to create the strongest relationships. Integrating "always-on" media becomes necessary, given the use of the new media. But there's a risk of irritating consumers if it is not handled correctly; some have perceived it as a form of stalking.

The British will increase outside leisure time by more than 30% over the next 15 years. This increases the chances of billboards being noticed, but consumers on the move also require new formats. Handy-bag-size units, "mobile" newspaper units, and out-of-home media illustrate these developments.

Average number of TV commercials per week



BARNES & NOBLE.com

"IF A BOOK WERE INVENTED TODAY, IT WOULD BE CONSIDERED THE PERFECT TECHNOLOGY. IT IS EASY TO USE, DOESN'T REQUIRE BATTERIES AND IT LASTS A LIFETIME." (STEPHEN RIGGIO, CEO BARNES & NOBLES AT AMC, 2006)

TIME HAS BECOME A LUXURY, ATTENTION FOR ONE MEDIUM AT THE TIME UNIQUE. DESIGNERS OF THE HOCHSCHULE FÜR GESTALTUNG IN OFFENBACH (GERMANY) CREATED THE NEWSPAPER FOR PEOPLE WHO DO NOT HAVE TIME AND VERY LITTLE PATIENCE. THE PAPER CONSISTS OF LOOSE A3 SHEETS. INCLUDED ARE EXERCISES THAT CLEAR YOUR MIND FOR EFFECTIVE THINKING AND INCREASE BRAINPOWER BY STIMULATING THE QUEST FOR CREATIVE SOLUTIONS. WINNER OF RED DOT AWARD 2006 - BEST OF THE BEST



JUST HOW EFFECTIVE IS THE IMPACT

The new media landscape requires **new metrics** to determine media's overall effectiveness and impact. Effectiveness can be measured by Return On Investment (ROI) or sales. However, in between advertising and sales are plenty of intermediate steps that can also be measured. Most of these metrics only measure the silos — GRPs for television and magazines, OTS for billboards, coverage for newspapers, click-throughs for banners. In the US, Nielsen Media Research and NetRatings started measuring the convergence of television and internet by fusing data of the two panels. This makes it possible to report the relationship between television and internet consumption.

These scores cannot be consolidated. When other scores that can be — such as awareness or brand image — are, it is difficult to trace the channel that has been used to build this score. For some types of media, the difference between circulation and readership is significant. Newspapers and magazines are read by more than just the buyer of the title. Journals might get two to three readers per issue and reach

many more consumers than circulation figures alone indicate.

Some people claim that a high Google ranking is today's version of GRPs. The idea is that online consumers get to websites via a search engine. Being top-ranked in a search request becomes top priority. Top-of-mind is being replaced by top-of-search. Search Engine Marketing or Search Engine Optimisation (SEM or SEO) help to get brands high on the Google ranking.

"We have never even suggested that 'search' would mean the death of print. It's simply a front door to online content, the ultimate user-driven environment — a remote control," says Stephan Taylor MD of Yahoo! Search and Yahoo Search Marketing.

To drive traffic, the online companies rely on traditional media for their marketing and advertising support. In 2006, dot coms in the US spent \$4.4 billion (+20%) on television, magazines, newspapers and other non-internet media.

“THE LEAST-APPRECIATED EFFECTS OF DIGITISATION ARE THE FRAGMENTATION OF CUSTOMER ATTENTION — CUSTOMERS BECOME HARDER TO FIND AND MORE DIFFICULT TO KEEP.”
 (GARY HAMEL, AUTHOR OF “COMPETING FOR THE FUTURE”, 1997)



E-BAY GETS PERSONAL IN PRINT

e-Bay -one of the most important internet sales organisations- applies direct marketing techniques to their magazines. The free Seller magazine in Germany is mailed directly to power sellers. The 36-page magazine includes 4 pages that are personalised to the business of the power seller, including quarterly details on his sales, client satisfaction, search words, number of visitors and more specific advertising suggestions by the regional e-Bay representative.

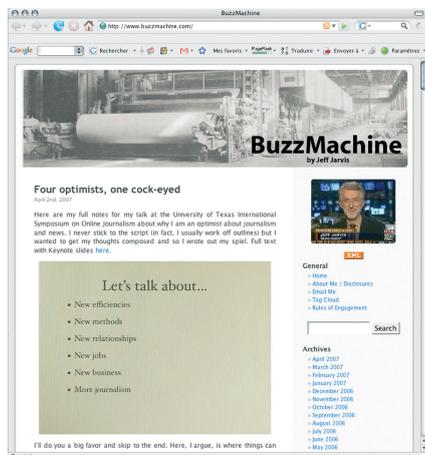


The internet has also created the online versions of traditional clubs, called communities, or social networks. These online networks of people work in a similar manner to offline clubs and networks; members refer and promote each other. They also might get involved in Member-Gets-Member programs, and eventually even become evangelists for members or their products. They take referral and advocacy online amplifying the advertising effect.

“So now a smart company has a different approach — call it the ‘paradox of transparency’. Co-create your brand with key customers. Talk to critics at NGOs, use a real person as a spokesperson or maybe the winner of a reality show such as American Idol. Create synergy among the promotions and talk across the silos; but offer real dialogue, not hot air”.

Blogs — as one of the new media — are getting a lot of attention. They tell a different story than what is referred to as “corpspeak”. The personal tone of voice and the possibility to react puts the company in a different light: it is perceived as listening to customers and reacting to their remarks. The “Evil Empire” (Microsoft) has benefited from blogging, as mentioned in The Wall Street Journal: “Bill Gates himself has become calmer, less publicly combative, since leaving the CEO post. His charitable foundation has taken off in a very public way. And the company has allowed numerous employees to show a human face by blogging. All of this has improved their image.”⁽¹³⁾

Each year, the International Association of Leading Organisations for Newspaper and Media Publishing (Ifra) awards activities that demonstrate cross-media thinking. In 2006, The Guardian (UK) won the competition in the large-circulation category. Their project on World Cup Soccer was a clear demonstration of how the integration of different media stimulates overall results. The Guardian project included a 100-page, A5 guide, 20 to 24-page, stand-alone sections, a website (2.5 million first-time visitors, up 90%), interactive web reports, an easy-to-hide desktop scoreboard, a daily podcast and a World Cup blog. The result was an overall 5.2% increase in circulation, and a 20% increase in revenues from special projects.



JEFF JARVIS'S BLOG, WWW.BUZZMACHINE.COM

THE MEDIA STRATEGY CHECKLIST

TOUCH POINTS

PLAN MEDIA IN SUCH A WAY THAT ALL CUSTOMER TOUCH POINTS ARE REACHED DURING THE DIFFERENT BUYING STAGES.

EFFECTIVENESS

UNDERSTAND AND APPLY THE MECHANICS OF PRINT WORKING IN SYNC WITH OTHER MEDIA. PRINT CAN HAVE A PRIMING OR AN IMAGE-TRANSFER EFFECT.

CHANNELS

PLAN AND SCHEDULE YOUR CHANNELS/MEDIA IN SUCH A WAY THAT THEY REINFORCE EACH OTHER.

CREDIBILITY

USE PRINT MEDIA WHEN TRUST NEEDS TO BE ESTABLISHED.

COST

EVALUATE COST EFFICIENCY FOR ALL READERS AND VIEWERS AND INCLUDE QUANTITATIVE AND QUALITATIVE CRITERIA.

IDEA

MAKE SURE THE CREATIVE IDEA TRANSCENDS PRINT MEDIA AND ONLINE MEDIA.

INSIGHT

YOUR COMMUNICATION IS ONLY EFFECTIVE WHEN CLEARLY BASED UPON CONSUMER UNDERSTANDING AND INSIGHT.

INTERACTION

HELP CONSUMERS REACT TO YOUR MESSAGE AND PREPARE FEEDBACK IN LINE WITH THE OVERALL CREATIVE CONCEPT.

INNOVATION

BE OPEN-MINDED TO NEW TOOLS AND CHANNELS - USING THESE WILL POSITION YOUR BRAND AND MIGHT ATTRACT NEW CONSUMERS.



THE MULTI-CHANNEL APPROACH

IN THE END, IT'S ALL ABOUT INTEGRATION. IN TODAY'S WORLD, INTEGRATED, COMPLEMENTARY MEDIA IS MORE NECESSARY THAN EVER. ACHIEVING EFFECTIVE INTEGRATION IS THE NEXT BIG CHALLENGE FOR ADVERTISERS WHO ARE WORKING WITH VARYING BUDGET MODELS. BUT THE OPPORTUNITIES FOR SUCCESS ARE CERTAINLY THERE TO BE REALISED.

THE TREND IS TOWARD INTEGRATION

Integrated Marketing Communication (IMC) has become a key phrase in the marketing vocabulary. Ogilvy & Mather introduced the term “Orchestration” and later **“360° branding”**. Whatever the name, advertisers and agencies acknowledge the fact that consumers should be reached by a multitude of channels. Traditionally, this multi-channel approach included television, magazines, newspapers, radio, billboards and cinema. Media agencies could measure the effectiveness of these types of media and make estimates of the combined impact.

Convergence or integration of internet-based media and traditional media is ranked by media planners as the number-one trend on which to keep an eye. With the new media playing a more important part, the task of evaluating the role and impact of the media mix has become more complicated. Not only do traditional metrics not work in new media — does a commercial seen on computer screen have the same impact as on a television screen? can we use GRPs to measure? — the agencies have neither the models nor the experience to estimate the combined effect.

Online and offline clearly offer obvious benefits when integrated. However, should integration be limited simply to creativity, positioning, tone of voice, response mechanism and media? To display an identical brand identity across all channels is an essential requirement, whether using two media types or a multitude of channels. Mainstream advertising agencies argue that they should develop **“The Big Idea”**, which should be translated into all media used. Others say that the new media have their own “codes” and technology and therefore require a dedicated creative approach. This is obviously a discussion between integrative and silo thinking.

Advertisers work with different budget models. Main-media budgets are reserved for traditional media; specific budgets are set apart for website updates, print collateral, direct marketing and brand activation. Often a total overview of the budget is lacking in the marketing department. Without this overview, it becomes very difficult to implement all the various media in an integrated way.

GUIDELINES FOR SUCCESSFUL MULTI-CHANNEL CAMPAIGNS

- 1 USE CREATIVE ELEMENTS THAT UNITE THE DIFFERENT MESSAGES.
- 2 CREATE NOT ONLY TACTICAL, BUT ALSO STRATEGIC INTEGRATION.
- 3 DECIDE BETWEEN TARGET-GROUP ENLARGEMENT AND SYNERGY.
- 4 CREATE CO-OPERATION BETWEEN MEDIA PARTNERS.
- 5 REALISE THAT THE SEQUENCE OF MEDIA CHOICE, CONNECTIONS BETWEEN MEDIA AND BEING COMPLEMENTARY DETERMINES SUCCESS.
- 6 GIVE ALL TYPES OF COMMUNICATION THE SAME FOCUS.
- 7 PAY ATTENTION TO THE ORDER, AND LINK THAT TO THE BUYING PROCESS.
- 8 SELECT MEDIA ON THE BASIS OF COMMUNICATION OBJECTIVES AND THE PRODUCT.
- 9 BENEFIT FROM BROAD MULTIMEDIA EXPERTISE.
- 10 REALISE THAT A MULTI-CHANNEL STRATEGY IS NOT THE SAME THING AS A COST-CUTTING EXERCISE.

(SOURCE: FRED BRONNER (SWOCC), MULTI-MEDIA SYNERGY IN RECLAMECAMPAGNES)

THE BENEFITS OF MULTI-MEDIA CAMPAIGNS

Combining offline and online advertising has definite benefits: customer communication can be refreshed more frequently, with opportunities for promotions. It is more cost-efficient, reaching a broader audience and communicating a wider range of services. Above all, it is more effective. Advertising works by repeating the same key message. Using different media can more quickly establish a certain level of repetition required to create awareness, as long as messages reinforce each other.

Reinforcement is based on three factors: the timing of the campaign and individual media types; the creative idea and its execution; and budget allocation. Research indicates that brand knowledge improves with multimedia campaigns, convincing consumers of the brand's advantages. Synergy effects are related to the timing of the campaign. Two effects might explain the synergy: **the priming effect or the image transfer.**

When the first message triggers interest in the second, this is priming. Print ads work well as a trigger for subsequent television commercials or internet messages. The second message can also prompt consumers to think of the first. This is image transfer. Print ads work well as a second message, strengthening the initial message on television or the internet. An integrated campaign is not systematically more effective than a single-media campaign. When the goal is to achieve a more positive brand attitude or buying intention, single-media campaigns will do the job as well.

Dynamic Logic has put together the results of various studies as displayed in the table. It demonstrates the **value of print in the different stages of the purchase cycle.** Especially in Purchase Intention, magazines score three times better than television, and six times better than the internet.



LAST YEAR, HALLMARK DECIDED TO SWITCH FROM INVESTING IN TELEVISION TO LAUNCHING ITS OWN MAGAZINE. THE COMPANY IS THE NO.1 PRODUCER OF GREETING CARDS, AND WOMEN BUY 80% OF THEM.



Incremental Effect of Medium (%)

	Aided Brand Awareness	Ad Awareness	Message Association	Brand Favourability	Purchase Intent/ Consideration
Magazine	5.1	11.1	2.8	3.3	7.2
Internet	6.1	6.0	4.2	3.1	1.3
Television	5.5	11.0	4.4	1.7	2.6
Total	16.7	28.1	11.4	8.1	11.1

[SOURCE: DYNAMIC LOGIC CROSSMEDIA RESEARCH STUDIES, SEPTEMBER 2004]

Magazines represent critical components when it comes to the effectiveness of multimedia campaigns. On the basis of ten different studies, we can see that magazines considerably boost brand awareness, brand familiarity and purchase intention. This consolidated chart demonstrates the value of multi-channel communication and the impact that magazines have.

Cumulative effects of different media combinations (Aggregate of 10 studies)

	Brand Awareness	Brand familiarity	Purchase intention
Television only	100	100	100
Television + online	138	104	101
Television + magazines	153	135	144
Television + magazines + online	182	161	151

[SOURCE: MARKETING EVOLUTION, 2006]

A cross-media study measured the additional impact of a print and online campaign for Sybase in Forbes.

	Aided Brand Awareness	Purchase Intention
Online	+ 11.2%	+ 2.8%
Print	+ 17.5%	+ 1.3%
Print + online	+ 24.2%	+ 10.2%

[SOURCE: DYNAMIC LOGIC, 2006]





ALAIN HEUREUX

PRESIDENT IAB EUROPE

What is your view of the role of print media as an advertising channel in a world of abundant media choice?

Fragmentation of media channels is indeed the most complex challenge for our communication industry since the beginning of the new century, but the convergence of media is also the biggest opportunity. Print media will remain a strong and useful tool, reaching B2B and B2C targets, but will combine with several other channels, depending on those targets. To gain in efficiency, direct marketing should concentrate their efforts not only on technology, but also on flexibility and offering personalisation (print-on-demand solutions).

Who will be in the driver's seat when it comes to integrating channels?

The consumer will be the driver. More than ever, we've lost connection with many segments of the population. There are still traditional consumers with whom classical and traditional approaches might still work, but many "native and immigrant" digital consumers have changed totally the way they behave with media.

We need to invest much more time in quality and quantity research, to understand

better consumers' behaviour and their media consumption. Based on that, we'll develop efficient and performance-based integrated campaigns.

Will magazines focus more on "brand advertising", and online media more on response-generating media?

I don't put some media in brand advertising and other media in brand activation. Depending on the briefing, experts need to consider the right tools and creations. A combination of the Web and magazines might be considered for a response-generating campaign for commodity goods!

Some say all marketing communications will become interactive?

It's not the number of messages we're sending out, but the number of interactions that we're generating. In a typical consumer lifecycle, you should concentrate on turning strangers into friends, friends into customers, and then customers into super customers - making them your ambassadors.

Each of these steps needs other messages, media and content - with specific expertise - but interaction with your target is key, to move from one

stage to the other. To build relations between brands and consumers you need trust, and to gain trust you need frequency. Frequency is something you could not pay for in the previous marketing world, but thanks to the internet, you can today. We have the Web's digital platforms, mail, mobile and iDTV to contact targets frequently, combining efforts with other tools: face-to-face, magazine, news, radio, direct marketing, outbound calls, etc.

What talent is required to develop and create integrated communications campaigns?

Curiosity and an open mind. The job hasn't changed, but the consumer has, so we need to forget our habits from the nineties. Change management is always difficult. Our awards, practices, business models and strategic tools are not yet ready, but we'll need to change quickly if we want to perform well!

PRINT MEDIA WILL REMAIN A STRONG AND USEFUL TOOL





ANNE CROCC

MERCHANT MARKETING EUROPE, SENIOR BUSINESS LEADER, MASTERCARD

What is your view of the role of print media as an advertising channel in a world of abundant media choice?

Print media is really the “grandfather” of all media, as it is one of the first to have appeared, thanks to Gutenberg. Since then, many others have made their place in the sun, including the newborn internet, whose adoption curve has been extraordinary, and which is still growing very fast. Did one channel push the others at each one’s birth? Not really. When new media arrived, such as TV in the 50s, older media was able to rethink its positioning and role, and to get a new life. The role of print media has been reinforced in the “credibility” and “reliability” of its information and messages.

Most print media have strengthened their image and taken over territories where they were legitimized, be they financial, sensational, fashion, teen-related, cooking or varieties of vertical type of press.

One of the main powers of print media is that an ad placed in the right context with the right message automatically gains incremental strength and the power of seduction or argumentation.

Who will be in the driver’s seat when it comes to integrating channels?

The success and efficiency of channel integration comes from the consumer, not from the advertiser, agency or technology. It is the consumer who’s in the driver’s seat; more specifically, the consumer experience and its brand connections. A great example is Procter & Gamble, which decided for its Charmin toilet paper to be present in clean toilets at rock festivals in the UK (rock festivals usually don’t have toilets, and if they do, they’re rather dirty). Not your usual channel, but one where the brand was facing the consumer experience.



THE ROLE OF PRINT MEDIA HAS BEEN REINFORCED IN ITS POWER OF “CREDIBILITY” AND “RELIABILITY” OF THE INFORMATION

Will magazines focus more on “brand-advertising”, and online media more on response-generating media?

The main difference between magazines and online is the push-pull marketing behind these media. Online is typically a media where you consciously and actively decide to “go online” to do something, be it gaming, searching information, or browsing, to dream about your next holiday. A magazine is less actively taken in hand, and is more for when you lie down in a lazy manner, and flip through in a more relaxed way; therefore, it’s less actively engaging. I don’t believe that one media is more efficient for commodity brands versus non-commodity. However, I do believe that online is more appropriate for actively engaging its consumers and readers. By nature, online is interactive. And it will benefit a brand to use personalisation and to add relevant and customised services, creating value for its consumers. Because it is more dynamic and less static than press, it requires a higher level of changes and refreshment to drive revisiting or further engagement.

Some say all marketing communications will become interactive?

Online is all about connecting people with whomever they want, whenever and wherever they want. This ubiquity of contacts frees up consumers and businesses in terms of time and space. I believe that one day all communication channels will converge, and that de facto marketing communications will increase in interactivity.

What talent is required to develop and create integrated communications campaigns?

First, understand how technology works and how it can serve consumers and brands. Second, be capable and creative enough. Be able to put yourself in the shoes of consumers and gather the true consumer insight. This will not only make your ad relevant, but will help you understand what channel should be used to effectively deliver the messages.

PHILIPS

GEERT VAN KUYCK

SENIOR VICE PRESIDENT, GLOBAL MARKETING MANAGEMENT, PHILIPS

What is your view of the role of print media as an advertising channel in a world of abundant media choice?

Print will continue to play a relevant advertising role as long as it proves itself a worthwhile content channel for consumers and professionals around the world. It provides the unique opportunity to capture people's in-depth attention when they are factually immersed in one specific medium, as opposed to multitasking or zap-tasking (with that, I mean jumping from one "priority" to another). Print continues to be a "take time" medium.

Who will be in the driver's seat when it comes to integrating channels?

The consumer/customer will be in the driver's seat, as opposed to any of the others. I strongly believe that industry behaviour will develop around moving consumer behaviour.

Will magazines focus more on 'brand advertising' and online media more on response-generating media?

I don't believe that it will be that black and white, although print does provide a different media "nature", as I highlighted above.

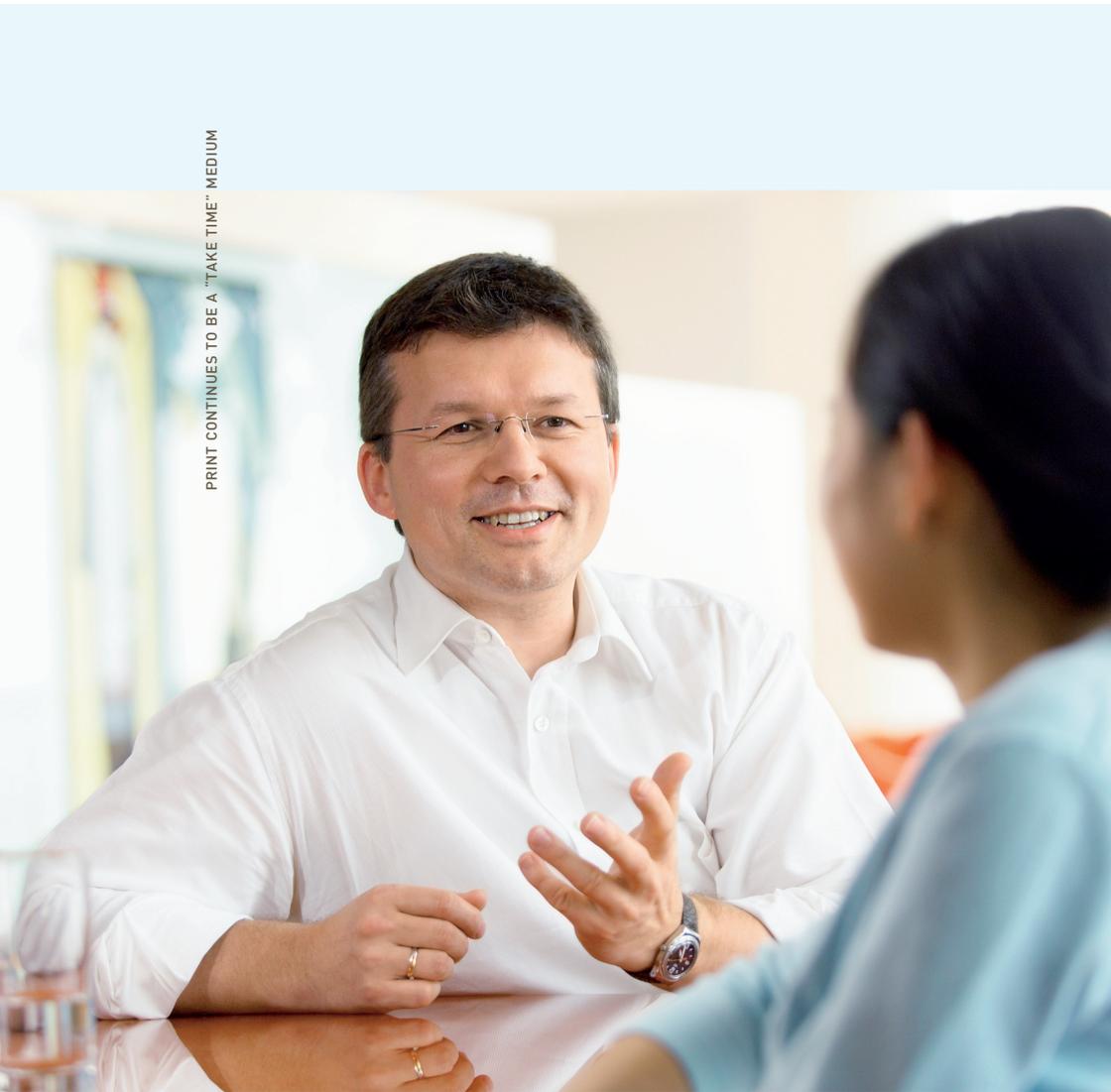
Some say that all marketing communications will become interactive, what is your view?

I don't think interactivity is the point, as much as being "participatory". Co-creation and participation will play an increasingly important role. Interestingly enough, I don't think any medium is actually excluded from being participatory (although its nature may vary), as evidenced by the Idol's (a reference to the television show, American Idol) success in the US, for example. That got more participation than a presidential election.

What talent is required to develop and create integrated communications campaigns?

As always with great marketers, people who are obsessed with what motivates consumers.

PRINT CONTINUES TO BE A "TAKE TIME" MEDIUM



GERTJAN KEG

EXECUTIVE VICE PRESIDENT EMEA, CARLSON MARKETING

What is your view of the role of print media as an advertising channel in a world of abundant media choice?

To misquote Mark Twain, "Rumours of print media's death are greatly exaggerated." There is a concerted effort by agencies and clients to move more and more activity online and into digital channels. Whilst this maps against consumer media use - there are parts of this wholesale online migration simply because it's "a cheaper channel". As brands attempt to migrate increasing parts of their communications to email, consumer response rates will decline, and those marketers who have persisted with well-crafted, well-targeted integrated communications will see print media, such as offline direct mail, flourishing against the backdrop of ever-increasing email.

Additionally, when looking at print media such as poster sites - increased creativity is encouraging a renaissance in this as a mass-communications vehicle.

Who will be in the driver's seat when it comes to integrating channels: the advertiser, the above agency, the interactive agency or the technology?

The consumer will be in the driver's seat. It will be consumers' use of media that forces agencies and clients to change their thinking and integrate, as it is changing faster than either of them. Only through true consumer insight and understanding will the big gains in integrated marketing communications be made.

Will magazines focus more on 'brand advertising', and online media more on response-generating media?

Magazine advertising already focuses more on 'brand' advertising for non-commodity products - but this is probably more to do with the costs involved of premium titles versus lower margins on commodity/packaged goods. From a print perspective, off-the-page response advertising will continue for service and financial brands, as long as response rates and ROI allow it to. Media choice should be driven by consumer response, as well as the measurement and evaluation of activity across a range of media.

Ironically, as internet and mobile bandwidths increase, online media will be increasingly viewed and measured by traditional mass-advertising metrics - and by their ability to build brands - rather than simply by click-throughs and responses.

Some say all marketing communications will become interactive?

Without doubt. But not for some time to come.

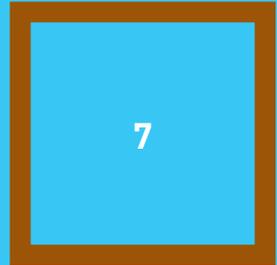
As the PC takes centre stage in the living room, consumers will increasingly pull the content they want, when they want it. This means advertisers must evolve and understand how their model works in a video-on-demand culture. Much longer-term, even traditional print media such as newspapers will be replaced by digital paper (currently in test mode). This means that mass-media marketers must embrace the skills of the direct marketer in gaining data and insight into their audience, and finding new ways to deliver their messages.

What talent is required to develop and create integrated communications campaigns?

The most critical skill is in understanding the consumer's needs and motivations. Data and planning skills across all channels will be the most sought-after marketing resource of this decade.



MARKETERS WILL SEE PRINT MEDIA FLOURISH AGAINST THE BACKDROP OF THE INCREASING EMAIL INBOX



WINNING MULTI-CHANNEL CASES

WITH CUSTOMERS USING DIFFERENT MEDIA, IT IS GETTING MORE IMPORTANT TO ADDRESS ALL OF THE TOUCHPOINTS. A MULTI-CHANNEL APPROACH IS THEREFORE A LOGICAL CONSEQUENCE OF THE SCATTERED MEDIA ATTENTION. THE RIGHT COMBINATION AND SEQUENCE OF MEDIA CAN CREATE SYNERGIES THAT ADD TO THE EFFECTIVENESS OF THE ENTIRE CAMPAIGN.



MICROSOFT

WINNER OF THE 2006 DIRECT MARKETING ASSOCIATION INTERNATIONAL ECHO AWARD

Brief

Make Microsoft partners (resellers, system builders, developers and others) reassess their position towards open-source systems like Linux over Microsoft Windows.

Solution

Via an integrated campaign (scratch-off postcard, email and special microsite) common misconceptions about the benefits of open-source software prospects could separate the urban legends and open-source myths from the truth.

3 MYTHS ABOUT LINUX

Here is a reminder of some of the customer myths and realities surrounding Microsoft.

1. Open Source operating systems are always more reliable than Windows Server 2003.

As a result of its history, Microsoft engineers its reliability and security into its products. Windows Server 2003 has been designed to be more reliable than any other operating system. It has been designed to be more reliable than any other operating system. It has been designed to be more reliable than any other operating system.

2. Windows Server 2003 is less secure than alternative operating systems.

As a result of its history, Microsoft engineers its reliability and security into its products. Windows Server 2003 has been designed to be more secure than any other operating system. It has been designed to be more secure than any other operating system. It has been designed to be more secure than any other operating system.

3. Microsoft offers excellent support and benefits to Channel Partners.

As a result of its history, Microsoft engineers its reliability and security into its products. Microsoft offers excellent support and benefits to Channel Partners. It has been designed to be more reliable than any other operating system. It has been designed to be more secure than any other operating system. It has been designed to be more secure than any other operating system.

5 MYTHS ABOUT LINUX

Everything you need to help your business thrive in a competitive market.

1. Linux is more secure than Windows Server 2003.

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2 MYTHS ABOUT LINUX

Thank you for being the best.

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1 MYTH ABOUT LINUX

At the annual IT Forum, Bill Gates took the chief executive of the UK's Top 1000 Companies and being present, clearly.

1. Linux is more secure than Windows Server 2003.

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4 MYTHS ABOUT LINUX

Success runs only a cheque on the side of a coin - which the bank was obliged to accept.

1. Linux is more secure than Windows Server 2003.

As a result of its history, Microsoft engineers its reliability and security into its products. Windows Server 2003 has been designed to be more secure than any other operating system. It has been designed to be more secure than any other operating system. It has been designed to be more secure than any other operating system.

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3. Linux is more secure than Windows Server 2003.

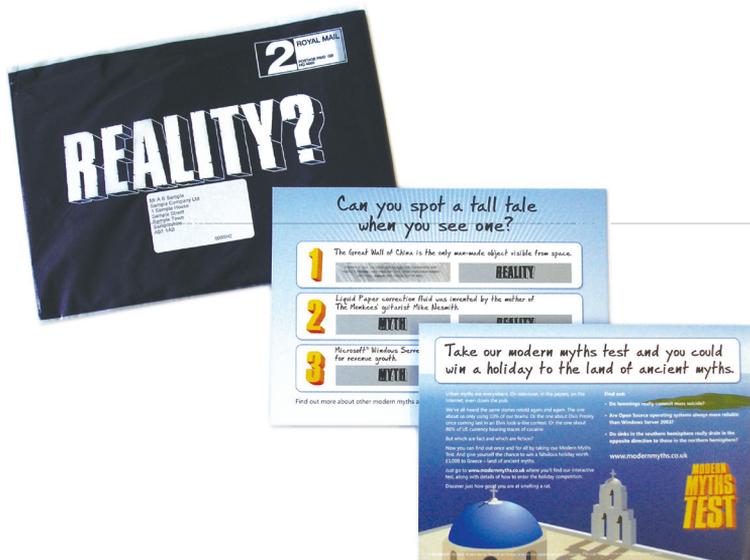
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As a result of its history, Microsoft engineers its reliability and security into its products. Windows Server 2003 has been designed to be more reliable than any other operating system. It has been designed to be more reliable than any other operating system. It has been designed to be more reliable than any other operating system.

Results

After the campaign, 32% of respondents said their view on Windows/open source had changed “to some extent” or “very much”. Over 60% of the website visitors took part in the Modern Myths test.





EUROSTAR

WINNER OF CAMPAIGN DIGITAL EFFECTIVENESS AWARD 2006

Brief

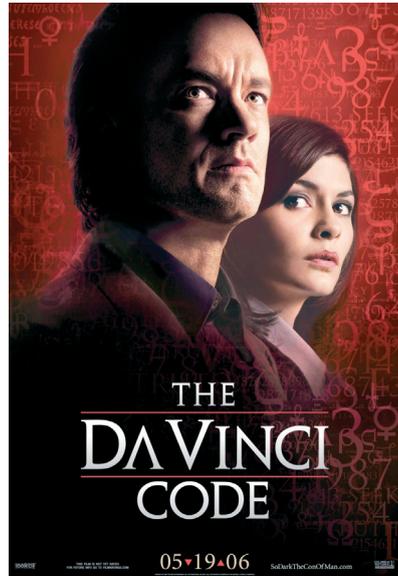
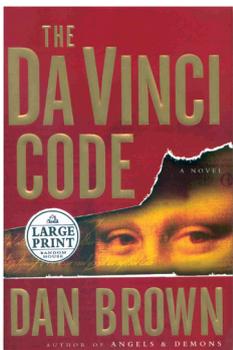
Exploit the interest in the very successful Da Vinci Code novel (over 60 million copies) and film by promoting Eurostar travel to Paris/London.

Solution

An online competition to win the ultimate prize that includes €200,000 worth of free Eurostar travel over the course of a lifetime. The integration comes from the books, the film and the digital activities.

Results

Eurostar bookings went up 15% since the campaign and generated 2 million game plays.



THE
DA VINCI
CODE
05.19.06



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THE
DA VINCI
CODE
05.19.06



THE
DA VINCI
CODE
05.19.06



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JOIN THE EUROSTAR CHOICE
OF THE
DA VINCI
CODE





TIMBERLAND

Brief

To support Timberland's "Make it Better" positioning, a program was created to celebrate Timberland's commitment to art, community and self-expression. Five New York City artists designed limited-edition boots, and made films about their creation. These are available on the company's website, where visitors can upload to the "User Gallery" artwork, films, text photos or other forms of self-expression.

Solution

The program is an excellent example of the total integration of design, art, billboards, advertisements and website, and its success is directly proportional to the complete integration of the different media. To drive traffic to the site, billboards were erected in Manhattan, Brooklyn and the Bronx. With crowds watching, artists painted murals on the billboards, expressing the spirit of each borough. The murals remained up for thirty days, and the paintings on paper were then donated to community centres. The murals painted on leather-covered billboards were turned into boots, which were auctioned off for charity: the media became the product! These limited-edition boots were announced via a press campaign.

Results

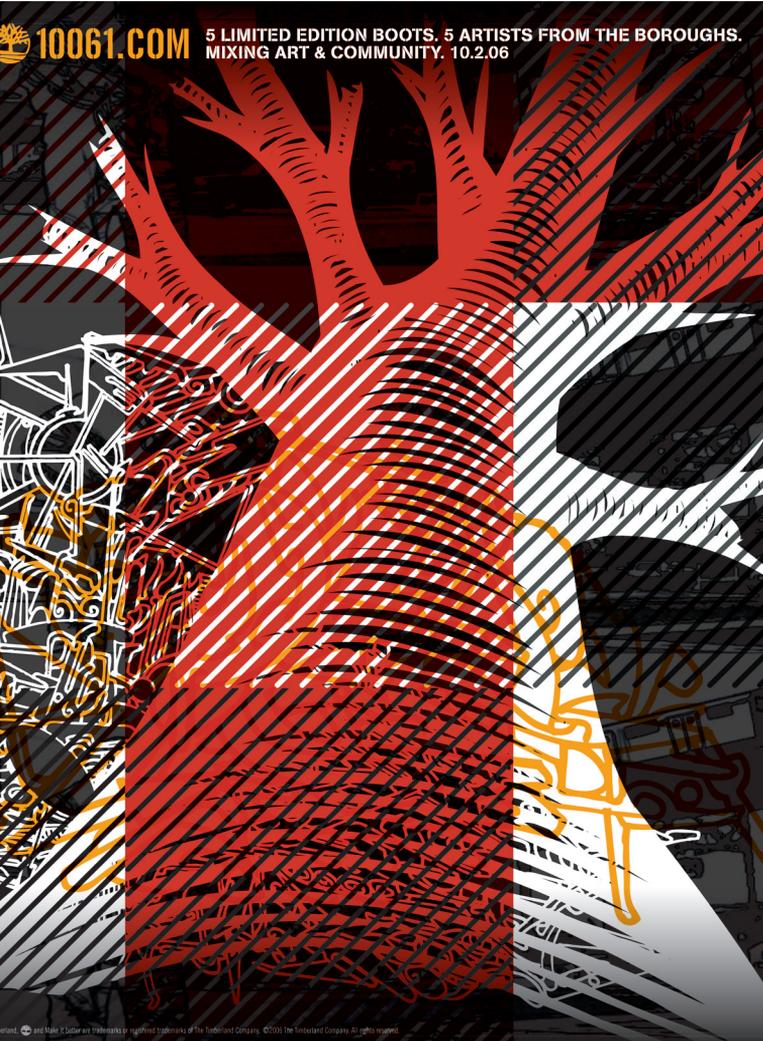
The campaign resulted in fifty thousand hits on the website, two hundred submissions to the "User Gallery" and extensive media coverage by CNN, The Boston Globe, Complex and Slam Hype.

WHAT KIND OF FOOTPRINT WILL YOU LEAVE? Every Timberland shoebox now carries a nutrition label. So you know exactly what went into making the shoes you put on your feet. For more information visit www.timberland.com.

Our Footprint - Notre Empreinte	
Environmental Impact - Impact sur l'environnement	
Energy emissions per year*	2,100kWh
CO ₂ emissions per year*	2,100kg
Water emissions per year*	2,100L
CO ₂ emissions from transportation	2,100kg
Sustainability Impact - Impact sur la communauté	
Hours spent in our factories	100h
Hours spent in our communities	100h
% of products made with recycled or recycled content*	100%
% of products made with recycled or recycled content**	100%
Hours spent in our communities	100h
Hours spent in our factories	100h
Manufacturing - Fabrication	
Country of origin	China
Country of origin for leather	China
Country of origin for rubber	China
Country of origin for laces	China
Country of origin for insoles	China
Country of origin for soles	China
Country of origin for linings	China
Country of origin for eyelets	China
Country of origin for stitching	China
Country of origin for other components	China

* Based on 100% of the product's weight. ** Based on 100% of the product's weight. For more information visit www.timberland.com.

Timberland *Make it Better.*





NAPSTER

WINNER OF THE LOTUS AWARD AT THE ASIA PACIFIC ADVERTISING FESTIVAL 2007

Brief

Make people experience music by listening to Napster and demonstrate the Power of Music.

Solution

Implementing the Music Spiral Strategy by using a mix of media. TV commercials, "sound posters" (with a special code to download music), "sound receipts" (shop receipts with the same code), earphone walls, and a music tree on the internet, establishing a music experience.

Results

The first three days of the campaign generated one million hits, and in one month there were two million downloads.

その気持ちを
抑えられなく
する曲

音楽は人生を覚える。

napster X TOWER RECORDS

定額制150万曲聞き放題という音楽体験。www.napster.jp

A SONG
THAT LETS YOU GO

失いかけた
自分を
取り戻す曲

napster X TOWER RECORDS

A SONG
TO REGAIN
CONFIDENCE

あの夏の海に
もう一度
行ける曲

napster X TOWER RECORDS

A SONG
THAT REMINDS
YOU OF THE SEA

付き合い始めて
2週間以内の人に
聴いてほしい曲

napster X TOWER RECORDS

A SONG
FOR NEW COUPLES

LEADERS

IN OUR RAPIDLY CHANGING MEDIA INDUSTRY, CERTAIN INDIVIDUALS HAVE DEMONSTRATED THEIR UNCANNY ABILITY NOT ONLY TO ADAPT, BUT ALSO TO PROSPER. REMAINING FLEXIBLE AND SEIZING ANY OPPORTUNITY WHEN IT PRESENTS ITSELF, THESE NEXT THREE TRAILBLAZERS BRING SOMETHING SPECIAL TO THE WORLD OF MEDIA.



JOSEPH JAFFE

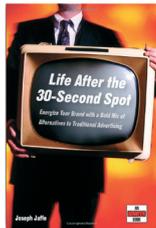
Joseph Jaffe is the founder of Jaffe Consultancy, based in the US. His book, "Life after the 30-Second Spot", announces the end of the way advertisers should promote their products. The advertising industry has been working for over 40 years with the same format: the 30-second television commercial. Hardly any industry has been less innovative.

He says: "Consumers skip over TV ads on their TiVos or they use search engines like Google to buy products". Marketers who cling to the 30-second spot will end up like dinosaurs. Jaffe: "I'm not saying that all TV commercials are dead. I'm saying that the classic 30-second TV spot as the benchmark of all ad and marketing efforts is dead and has outlived its usefulness. People with devices like TiVo are watching more TV programming than ever - they are just not watching ads, since these devices skip over them."

If Jaffe's right, it will mean big changes for the ad industry. According to industry statistics, advertisers spent over \$70 billion on TV ads last year. Of that, about \$45 billion went to broadcast networks.

He announces the end of what is called the "old marketing" - exaggerate, appeal to emotions by showing babies and cute animals, and repeat this message over and over. New marketing demonstrates, activates and empowers consumers. These consumers have changed as well, having become more knowledgeable and suspicious about advertising.

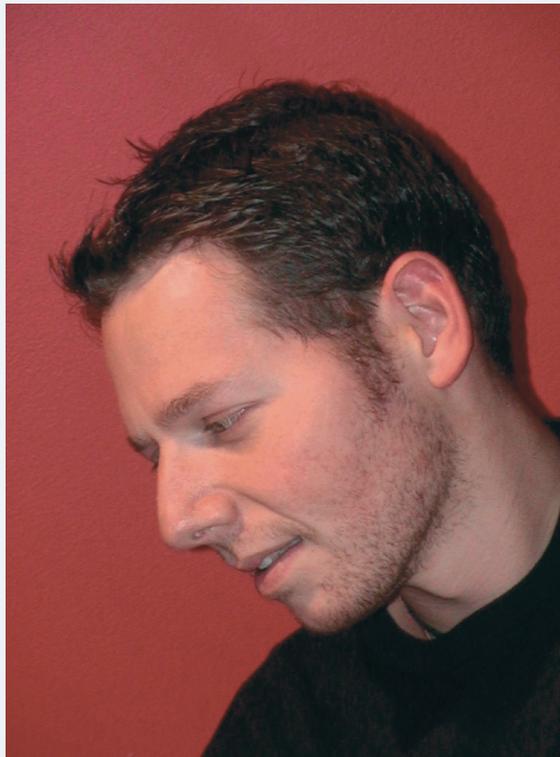
The medium of the future, in his view, needs to be broadband, wireless, networked and searchable. Advertising will be mainly online and in the virtual world. Computers, pocket PCs and mobile phones will be the wireless receivers of choice when it comes to consumers requesting information.



LIFE AFTER
THE 30-SECOND SPOT
JOSEPH JAFFE, WILEY (2005)

More and more, consumers will continue to share information and entertainment. Word of mouth becomes word of mouse, as consumers spread the news via the internet at the speed of light. In his view, technology will change the industry completely.

In 2005 Jaffe produced on his own computer a TV commercial for Nike based upon a scene of Tiger Woods. This commercial produced instantly (half an hour of work) after the game received over 50,000 hits in the following days, showing the importance and power of consumer-generated media.



RUPERT MURDOCH

This Australian-American media tycoon has an influence that goes far beyond his media empire. His company, News Corporation, owns such film companies as 20th Century Fox; television, satellite and cable stations such as Fox Broadcasting, National Geographic Channel, ESPN, Direct TV, Sky; newspapers such as The New York Post, The Sun, The Times; book publishers such as HarperCollins; and internet sites such as MySpace. With his television channels, he reaches one out of five American households at any given time of day. His newspapers add up to a weekly circulation of 40 million. With this enormous potential for consumer influence, he occupies a very important position vis-à-vis advertisers and other media, as well as politics.

His diversified portfolio of media also allows him to test new media and shift attention from one medium to another. His view on media development is well-expressed in a recent speech he gave at the Worshipful Company of Stationers and Newspaper Makers. Some quotes from this speech clearly indicate the power he attaches to the media.

“And equally, I believe that what is loosely called the media, will play a crucial role in shaping that destiny by facilitating the flow of ideas and the interaction of creative minds.”

On the future of newspapers: “I believe traditional newspapers have many years of life left but, equally, I think that in the future, newsprint and ink will be just one of many channels to our readers.”

On the future of media consumption: “So, media becomes like fast food — people will consume it on the go, watching news, sports and film clips on mobiles or handheld wireless devices as they travel to and from work.”^[14]

“Great print journalism will always attract readers. The words, pictures and graphics that are the stuff of journalism have to be brilliantly packaged; they must feed the mind and move the heart.”



The Sun



sky



ESPN.

NEW YORK POST





PELLE TÖRNBERG

The media title he launched some ten years ago is better known than his own name. Metro is the single largest international newspaper title in the world. Törnberg likes to refer to the paper with the green masthead as “glocal”, meaning it has a global reach but with local coverage. “Metro has the same editorial line, layout, template [around the world], but every Metro is perceived as being a local newspaper.”

He emphasizes the objectivity that characterizes the paper saying, “It is absolutely important to stay neutral, to have the same editorial line in all countries.” Törnberg thinks the paid-for press fills the analysis and opinion quota that free papers avoid. “If you have a strong editorial line you could change things, which is one of the duties of newspapers I think. Metro [is] not here to mobilise readers.”

Today, it is distributed free of charge in over 100 cities in 20 countries in Europe, North and South America and Asia. Every day, over 18 million people are reached via 8.9 million newspapers. In 2006 the company has gone into the black for the first time in its history, posting a profit of \$16.9 million.

Metro was one of the first “free newspapers” in the world, but was soon followed by many others. In 2006, 230 different free newspaper titles were published in 41 countries with a total circulation of 34.8 million.

Part of the success of Metro is due to Törnberg’s insight: the newspaper industry didn’t understand that its biggest competitor wasn’t television or the internet. It was breakfast, aerobics, careers, kids. Time-strapped 40-and-unders like Metro because they can zip through it.

In ten years time a totally new market has emerged on a worldwide scale. And has shaken-up traditional newspapers, who launch their own free offshoots. It will be interesting to watch Metro move into the online arena. Free newspapers are probably the most important innovation in the recent history of the print industry, and they have attracted a new, younger audience.

Although he thinks that 95% of paid-for papers will survive, Törnberg predicts that their business models will change dramatically.



“People have predicted the death of cinema, of records and of newspapers. None of them has come true. Paid-for newspapers absolutely will survive because people will pay for quality. Consumers will read a mix of freesheets, replacing daily paid-for editions, newspapers on the weekends.”

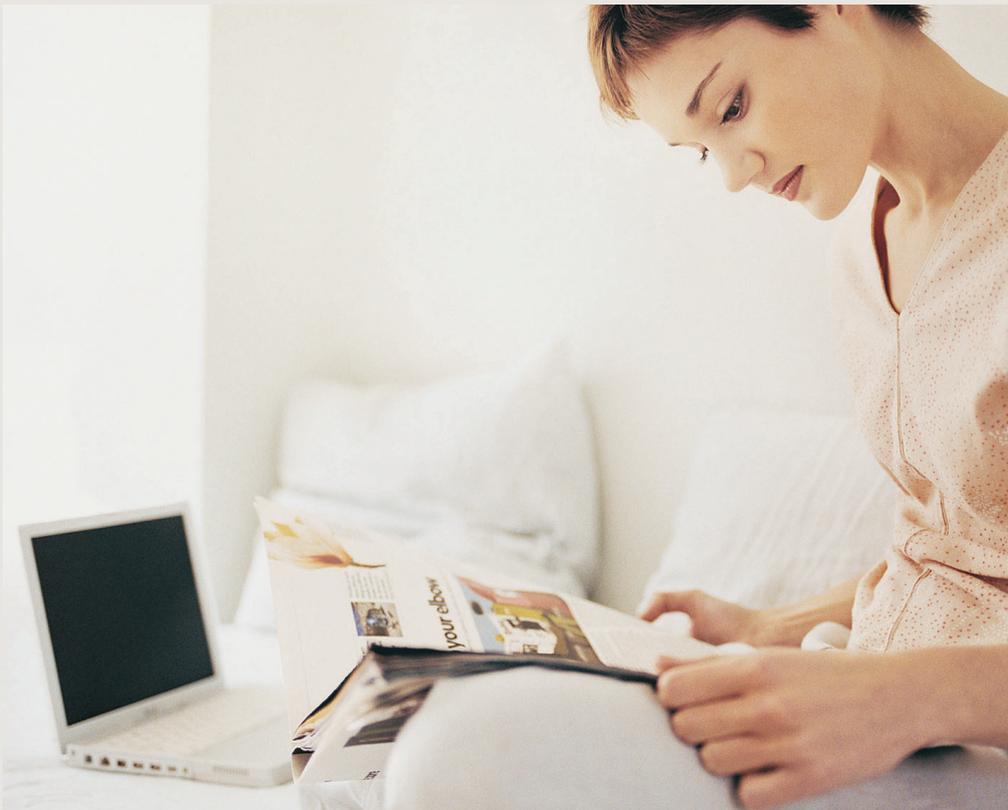
[SOURCE: THE GUARDIAN NOVEMBER 28, 2005]

LIFE
WITH
PRINT

LIFE WITH PRINT

'Life with Print' provides a perspective on the efficient use of print media, bringing compelling case studies and best practices from media stakeholders to communication and advertising professionals. It offers qualitative examples of the value of print in the media mix, and shares Sappi's passion for print with image-conscious companies throughout the world.

Integrated media campaigns have proven that they can provide maximum results for building brands. The **Sappi Print Media Efficiency Award**, therefore, gives recognition to those campaigns which have not only proved to be effective, but have also achieved their effectiveness by integrating print in the most efficient way.



sappi

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Sappi is the world's largest producer of coated paper and a trusted high-quality supplier to the global advertising and promotions industry.

Sappi's extended portfolio comprises many leading coated and uncoated paper brands, such as Algro, Allegro, Cento, Era, EuroBulk, EuroArtPlus, Furioso, Galerie, HannoArt, Leine, Lustro Environmental Offset, Magno, McCoy, Mega, Opus, Parade, Quatro, Royal, Somerset, Tauro, Tempo and Triple Green. Well-known by merchants and specifiers across the continent, they consistently provide the surfaces demanded by quality-conscious producers of annual reports, books, brochures, calendars, catalogues, direct mail, magazines, labels and packaging, promotional material and stationery.



As a global producer of pulp and paper, Sappi relies on natural resources for its growth. A strong commitment to environmental protection and sustainable development is ensured by safe, efficient and environmentally sound processes. All the materials Sappi uses come from responsibly-managed forests and are certified by internationally-recognised standards.

To learn more about the power of print programme and other Sappi initiatives visit us at www.sappi.com or write to us at LifewithPrint@sappi.com.

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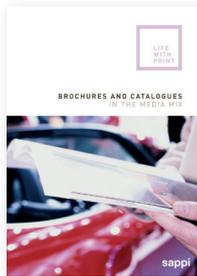
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PRESENTING CORPORATE
COMMUNICATION AND
REPUTATION



NEW GENERATIONS
NEW CHALLENGES

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LIFE
WITH
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www.sappi.com/LifeWithPrint